

ASAP super A serum

ASAP super A serum is a high potency overnight revitalising treatment containing Vitamin A (Retinol) and Vitamin E to help diminish the appearance of sun damage/pigmentation and assist with skin tone and texture. Scientifically formulated to reduce the visible signs of ageing, while providing protection from free radical damage. Revolutionary anti-irritant complex. pH 4.7



30ml airless pump

KEY INGREDIENTS

Retinol (Vitamin A)

Is an active form of Vitamin A, known for its anti-ageing properties. ¹ Retinol is particularly effective for preventing skin damage induced by UV radiation. It improves the growth of skin cells and ensures maintenance and function of the skin, improving its health, elasticity and appearance. Retinol provides antioxidant support, accelerates mitosis, increases enzyme activity, and normalises keratinisation, which improves and normalises the cell renewal process.

² The Retinol hydrophobic base of the molecular film is occlusive and assists in the prevention of transepidermal water loss (TEWL).*

Cestrum Latifolium Leaf Extract

Helps restore balance to the skin by lowering the activation level of dendritic cells allowing skin to more effectively adapt to its environment. Provides sensitive skin with greater comfort, by making it less sensitive to irritation.

³ A clinical study conducted on a panel of 31 volunteers showed that after three weeks of application, 97% of the panellists stated that their skin felt more comfortable, and 90% said that it was less sensitive to irritation.

Tocopheryl Acetate (Vitamin E)

Is a naturally occurring preservative, antioxidant and fat soluble vitamin which works in different ways to protect cell membranes from oxidative damage. It reduces transepidermal water loss (TEWL)* and helps maintain connective tissue. It is also an effective natural defence against harmful UV rays, preventing hyper-pigmentation, sun damage and skin ageing. ⁴ Tocopheryl Acetate enhances the appearance of dry or damaged skin by reducing flaking and restoring suppleness, giving the skin a soft and smooth appearance.

Brassica Campestris (Rapeseed) Seed Oil

Is a non-fragrant oil from the seed of rape plants with emollient and antioxidant properties. Its richness in Omega-3 gives it nourishing and soothing properties to the skin and it is suitable for all skin types.

***Transepidermal water loss (TEWL)** The continuous diffusion of water from the body to the stratum corneum.

REFERENCES:

1. Lipotec Isaac Peral, No 17-Pol. Ind Cami Ral, 08850 Gava – Barcelona – Spain. D.I B-6663-2008, Retinol Molecular Film Fluid <http://www.lipotec.com/archivos/Retinol_E.pdf>
2. Lipotec SA Isaac Peral 17 Retinol Molecular Film Fluid (0.1% AND 0.3%) <<http://www.lipotec.com/ficha.php?producto=29>>
3. http://www.asiapacific.basf.com/apw/AP/AsiaPacific/en_GB/function/conversions:/publish/Japan/upload/new/Press2010/2010_02_16_Symbiocell_E.pdf
4. Cosmetics Info.org Tocopheryl Acetate <http://www.cosmeticsinfo.org/ingredient_details.php?ingredient_id=585>

*M.Mundlein, B.Valentin, R.Chabicovsky, J.Nicolics, J.Weremczuk, G.Tarapata, R.Jachowicz Transepidermal Water Loss (TEWL) Measurements With Two Novel Sensors Based On Different Sensing Principles.

PRODUCT BENEFITS

- Content of 1% Retinol, as part of the molecular film, is readily absorbed by the skin compared to other forms of retinol – requiring less to achieve the same effect.
- An excellent preventative treatment containing proven anti-ageing ingredients, ideal for mature skin and skin that has lost its vitality, glow and elasticity.
- Formulated using the latest in skin technology to ensure irritation-free use, making it suitable sensitive skin.
- Encourages increased production of collagen and elastin, helping to reduce the appearance of fine lines and wrinkles.
- Resurfaces and brightens dull, tired, ageing skin, leaving it smooth, firm and supple.
- Can assist with enlarged pores, blemishes and age spots.
- Stimulates new skin cells and inhibits the body's natural enzymes that break down collagen.
- Works overnight to help hydrate, repair and regenerate environmentally damaged skin.
- Vitamin E, a potent antioxidant, helps to increase the efficacy and penetration of Vitamin A and ensure freshness and stability.

VITAMIN A BENEFITS

- Helps to stimulate collagen production
- Supports the growth of skin cells and ensures maintenance and function of skin
- Smooths skin surface and assists in diminishing the appearance of fine lines and wrinkles
- Improves the health, elasticity and appearance of the skin
- Particularly known for its anti-ageing properties
- Increases skin cell turnover
- Assists in preventing skin damage induced by UV radiation (one of the main causes of premature ageing)

CESTRUM LATIFOLIUM LEAF EXTRACT

- Modulates the reactivity threshold in sensitive skin
- Alleviates discomfort in sensitive skin
- Aqueous plant extract

VITAMIN E BENEFITS

- Protects skin cells from UV light, pollution and other elements that produce damaging free radicals
- Assists in reducing the appearance of wrinkles and improves overall skin health
- Strengthens skin's barrier function
- Adds moisture to dull, dry skin by preventing water loss in the skin

BRASSICA CAMPESTRIS (RAPESEED) SEED OIL BENEFITS

- Antioxidant
- Nourishes the skin
- Smoothing properties

DIRECTIONS

Apply sparingly in the evening after cleansing. Limit initial use to no more than every other night. Gradually increase frequency of use to every night, as tolerated.

PRECAUTIONS

Avoid use while conceiving, while pregnant or lactating. Do not use if taking prescription acne medication. Always use a sunscreen when using a Vitamin A treatment.



FACE

RETINOL DELIVERY SYSTEMS

NEW APPROACHES TO STABILISE RETINOL IN COSMETIC FORMULATIONS

DESCRIPTION

New delivery systems for the stabilisation of Retinol

FUNCTION



DELIVERY SYSTEM



ANTI-WRINKLE



ELASTICITY

The use of free vitamins in cosmetic formulations, especially α -tocopherol, retinol and ascorbic acid, is seriously limited due to their high instability in creams, milks, serums, gels and most preparations.

Retinol is the primary natural occurring form of Vitamin A, and is particularly renowned for its anti-aging properties. It is particularly effective in preventing skin damage induced by UV radiation, one of the main causes of premature aging.

Lipotec S.A. has developed several proprietary technologies to help stabilise the Retinol molecule and therefore facilitate its incorporation into cosmetic formulations, ensuring its freshness and efficacy when it is used.

Two forms of Retinol delivery systems are presented. The water soluble **MICROCAPSULES CONTAINING RETINOL** and an oil soluble presentation which is a new Retinol delivery system: **RETINOL MOLECULAR FILM FLUID**.

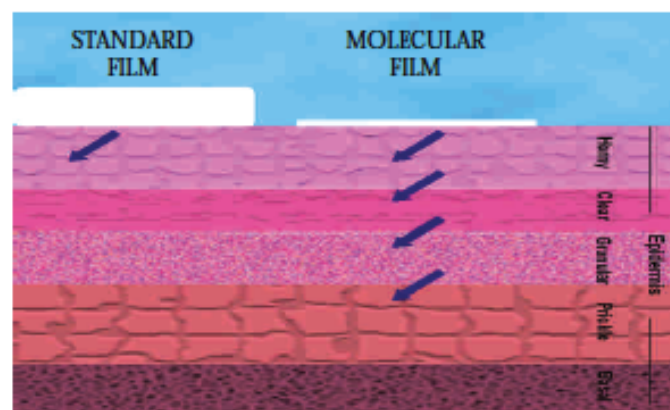
Cosmetic benefits

- Improves the growth of skin cells and ensures maintenance and function of skin
- Prevents premature ageing of the skin
- Improves the health, elasticity and appearance of the skin
- The incorporation of Retinol into these new Delivery Systems ensures complete stabilisation, without oxidation of the Retinol molecule

RETINOL MOLECULAR FILM FLUID

A NEW DELIVERY SYSTEM FOR RETINOL

Retinol Molecular Film Fluid is a New Cosmetic Delivery System for Retinol that ensures stabilisation of the molecule and enhances cutaneous absorption of Vitamin A through the epidermis. The special rheology of molecular films permits the extension of monolayers of Vitamin A on the skin, which are very easily absorbed by the Stratum Corneum or even the Prickle Layer.



RETINOL MOLECULAR FILM FLUID

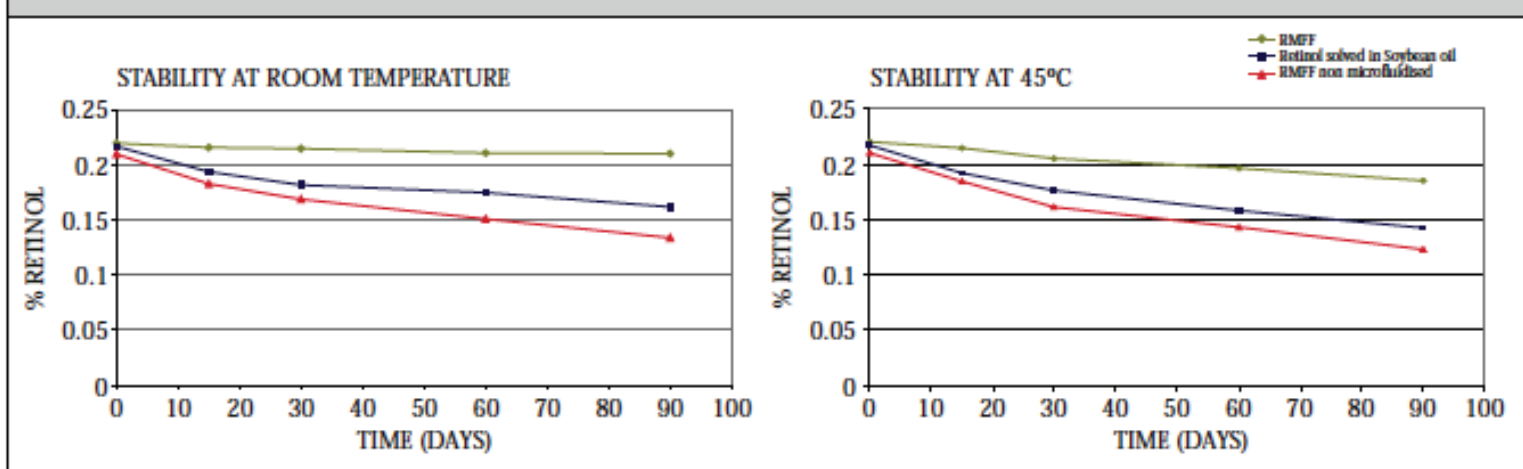
EFFICACY

The stability of Retinol with time was studied in three different formulations at both room temperature and 45 °C. The formulations studied were:

- > Retinol in Soybean Oil
- > Retinol Molecular Film Fluid (RMFF)
- > Retinol Molecular Film Fluid (RMFF) non microfluidised

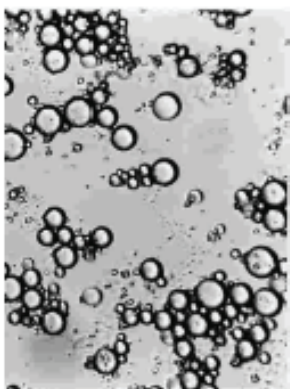
RMFF non microfluidised contains the same ingredients as RMFF but does not undergo the microfluidisation process that forms the molecular film.

STABILITY OF RETINOL IN DIFFERENT FORMULATIONS AT ROOM TEMPERATURE AND 45° C



RETINOL CONTENT: Retinol Molecular Film Fluid is available in two doses: Retinol 0.1% and Retinol 0.3%.

MICROCAPSULES CONTAINING RETINOL



A new encapsulation technique is available to entrap Retinol in coated microspheres, thus preventing unwanted side reactions with the rest of the active ingredients, in the cosmetic formulation. The technique involves a pH dependent coacervation of Sodium Carboxymethylcellulose with a Hydrolyzed Wheat Protein. The polymeric shell which coats the matricial microcapsules isolates Retinol and enhances stability of the molecule in O/W and W/O emulsions.

RETINOL CONTENT: 1%

RETINOL MOLECULAR FILM FLUID (0.1% and 0.3%)

Molecular Films are very thin monolayer films with outstanding spreadability on the skin. Their particular rheology enables the extension of monolayers of functional ingredients and their easy absorption into the skin.

We have incorporated Retinol into a Molecular Film that ensures its stabilization and enhances cutaneous absorption through the epidermis. Retinol Molecular Film is obtained by microfluidising the appropriate ingredients at very high pressure. This hydrophobic Molecular Film is very occlusive and therefore exhibits a significant moisturizing profile.

Retinol accelerates mitosis, increases enzyme activity, and normalizes keratinisation, which improves and normalizes the cell renewal process. The skin regenerates itself throughout its depth. The epidermis and dermis grow thicker, and the skin becomes more elastic. This reduces wrinkles and lines in number, area, length and width. The skin becomes fresh and adequately supplied with moisture. It looks clearer and has a healthy color. Blemishes in the skin become less conspicuous.

COSMETIC BENEFITS

- Enhances cutaneous absorption of Retinol.
- Improves the growth of skin cells and ensures maintenance and function of skin.
- Prevents premature ageing of the skin.
- The incorporation of Retinol into the Molecular Film Delivery System ensures complete stabilization, preventing retinol oxidation.
- The hydrophobic base of the Molecular Film is occlusive and prevents trans epidermal water loss (TEWL).

Tocopheryl Acetate

What is it?

Tocopherol, or vitamin E, a fat-soluble vitamin is a naturally occurring antioxidant which can be isolated from vegetable oil. When isolated Tocopherol, is a viscous oil that varies in color from yellow to brownish red.

Rather than Tocopherol itself, esters of Tocopherol are often used in cosmetic and personal care products. These esters include, Tocopheryl Acetate, the acetic acid ester of Tocopherol; Tocopheryl Linoleate, the linoleic acid ester of Tocopherol; Tocopheryl Linoleate/Oleate, a mixture of linoleic and oleic acid esters of Tocopherol; Tocopheryl Nicotinate, the nicotinic acid ester of Tocopherol; and Tocopheryl Succinate, the succinic acid ester of Tocopherol. Potassium Ascorbyl Tocopheryl Phosphate, a salt of both vitamin E (Tocopherol) and vitamin C (Ascorbic Acid) may also be used in cosmetic products.

Other Tocopherol-derived ingredients that may be found in cosmetic products include Dioleoyl Tocopheryl Methylsilanol, which is the dioleoyl ether of Tocopheryl Acetate monoether with methylsilanetriol, and Tocophersolan, which is also called Tocopheryl Polyethylene Glycol 1000 Succinate. The addition of succinic acid and an average of 22 ethylene oxide groups to Tocopheryl makes Tocophersolan a water-soluble form of Tocopherol.

In cosmetics and personal care products, Tocopherol and other ingredients made from Tocopherol, including Tocopherol esters are used in the formulation of lipstick, eye shadow, blushers, face powders and foundations, moisturizers, skin care products, bath soaps and detergents, hair conditioners, and many other products.

Safety Information

The Food and Drug Administration (FDA) includes Tocopherol on its list of nutrients considered Generally Recognized As Safe (GRAS). Tocopherol is also on FDA's list of GRAS food preservatives.

The safety of Tocopherol and related ingredients (Dioleoyl Tocopheryl Methylsilanol, Potassium Ascorbyl Tocopheryl Phosphate, Tocophersolan, Tocopheryl Acetate, Tocopheryl Linoleate, Tocopheryl Linoleate/Oleate, Tocopheryl Nicotinate, Tocopheryl Succinate) has been assessed by the Cosmetic Ingredient Review (CIR) Expert Panel. The CIR Expert Panel evaluated the scientific data and concluded that Tocopherol and the related ingredients were safe as used in cosmetics and personal care products.

Why is it used in cosmetics and personal care products?

Tocopherol, Tocophersolan, Tocopheryl Acetate, Tocopheryl Linoleate, Tocopheryl Linoleate/Oleate, Tocopheryl Nicotinate, Tocopheryl Succinate, Dioleoyl Tocopheryl Methylsilanol and Potassium Ascorbyl Tocopheryl Phosphate all function as antioxidants. Tocopherol, Tocopheryl Acetate, Tocopheryl Linoleate, Tocopheryl Linoleate/Oleate, Tocopheryl Nicotinate and Dioleoyl Tocopheryl Methylsilanol also function as skin-conditioning agents - miscellaneous.

Scientific facts:

Tocopherol, a fat-soluble vitamin, is found in vegetable fats and oils, dairy products, meat, eggs, cereals, nuts, and leafy green and yellow vegetables. It is usually present in these foods as mixtures of different forms: alpha-, beta-, gamma-, and delta-Tocopherol. The alpha form has the same biological activity as vitamin E. Tocopherols can be produced from vegetable oils or can be synthesized. Tocopherol Acetate, made by the esterification of Tocopherol with acetic acid, is frequently the source of vitamin E in dietary supplements.

News Release

More comfortable skin, in symbiosis with its environment

- **BASF Beauty Care Solutions has launched Symbiocell™, Pro-tolerance technology.**

Levallois-Perret, France – February 16th, 2010 – How to treat sensations of skin discomfort in the absence of physical signs? This is the challenge that the laboratories at BASF Beauty Care Solutions have taken up with Symbiocell™, Pro-tolerance Technology.

Thanks to our six-year partnership with one of the leading research teams in the field of skin immunity, we began to take a closer look at dendritic cells as a potential target. Dendritic cells are genuine sentry cells that maintain balance between a neutral state and a state of alert, sounding the alarm in the case of an attack. They play a direct role in triggering sensations of discomfort in sensitive skin, without causing visible skin reactions.

We have proven that Symbiocell™, extracted from *Cestrum Latifolium*, is able to modulate the dendritic cell reactivity threshold so that the cells may react appropriately when under attack, without causing incongruous sensations of discomfort.

Tested *in vitro* on an exclusive cell culture model comprised of dendritic cells, Symbiocell™ significantly diminishes the expression of

the CD86 receptor (the activation marker of dendritic cells) without affecting their capacity to respond to an attack.

A clinical study conducted on a panel of 31 volunteers shows that after three weeks of application, 97% of the panelists stated that their skin felt more comfortable, and 90% said that it was less sensitive to irritation.

“Thanks to Symbiocell™ Pro-tolerance Technology, BASF Beauty Care Solutions has become a pioneer on the anti-aging market for sensitive skin, offering individuals with this skin type a choice of treatments, which, in the past, were only reserved for people with normal skin” said Frank Freiler, General Manager